

NHCC Site Concepts

Supportive Off-Campus Services

Alyssa Johnson, Alexis Lohse,
Margueritte Secola





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Resilient Communities Project

University of Minnesota
330 HHHSPA
301—19th Avenue South
Minneapolis, Minnesota 55455
Phone: (612) 625-7501
E-mail: rcp@umn.edu
Web site: <http://www.rcp.umn.edu>

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Building Supportive Services for NHCC

NHCC Master Plan

- Parcel on NE corner of 85th Ave. N . and W. Broadway Ave.
- next to Brooklyn Park Public Library, future Blue Line Light Rail Transit Stop and NHCC Performing Arts Center .



Development should promote the student success.

Conduct a student survey to determine student preferences

Support Services Help Community College Students Succeed

- ❖ Student retention impacted by availability of support services (Tinto, 1997)
 - Gathering places as a support service; students show preference for more
 - Student environment fit most important determinant of persistence (Pascarella & Terenzini, 2005)
- ❖ The more involved students are, the more successful they are (Astin, 1984)

Focus Groups Built the Survey

❖ 3 Focus groups

- Participants recruited with assistance of NHCC Dept. of Student Development
- February 22 and 23, 2017
 - 16 total attendees across all sessions
- 2 moderators, 1 notetaker
- 7 discussion questions, covering topics such as:
 - Services at NHCC
 - Campus environment
 - Student housing
 - Awareness of LRT station



Recurring Themes from Focus Groups



Student Survey Development



- Topics based on priorities from Brooklyn Park & NHCC, and focus group results
- All students were recruited via email to take the survey
- Live from March 14 - April 7
- 27 total items
- 841 Responses

Topics from Focus Groups	
Food Options	Fitness Center
4 Questions	3 Questions
Dimensions: affordability, quality, availability	Dimensions: access & quality

Topics from BP/NHCC Planning Meetings	
Housing	Childcare
5 Questions	4 Questions
Dimensions: current housing preference, affordability	Dimensions: current childcare, preference, affordability

Measuring Behaviors, Measuring Preferences:

Two types of questions

Behaviors & Characteristics

Multi-choice Questions

Example:

When do you take classes? Check all that apply.

- ☐ Morning, between 8 am and noon
- ☐ Afternoon, between 12:15 and 5 pm
- ☐ Evening, after 5 pm
- ☐ Weekend classes
- ☐ Online classes

Preferences

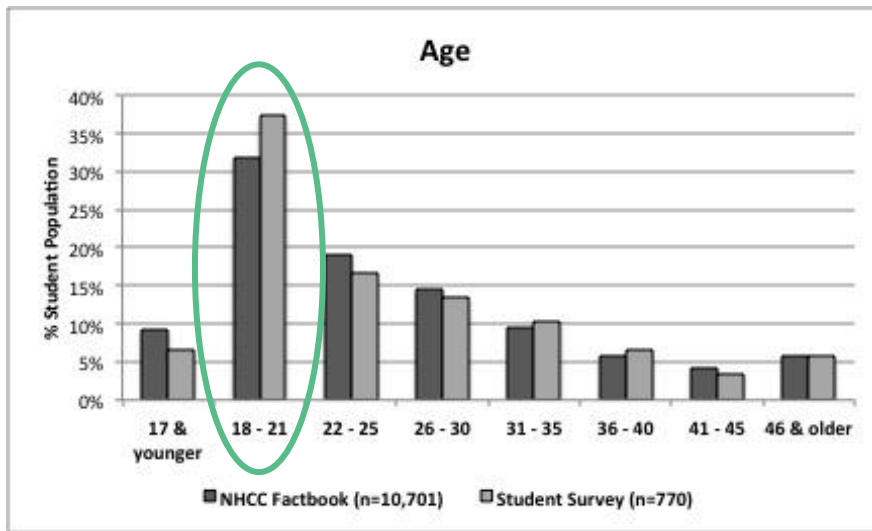
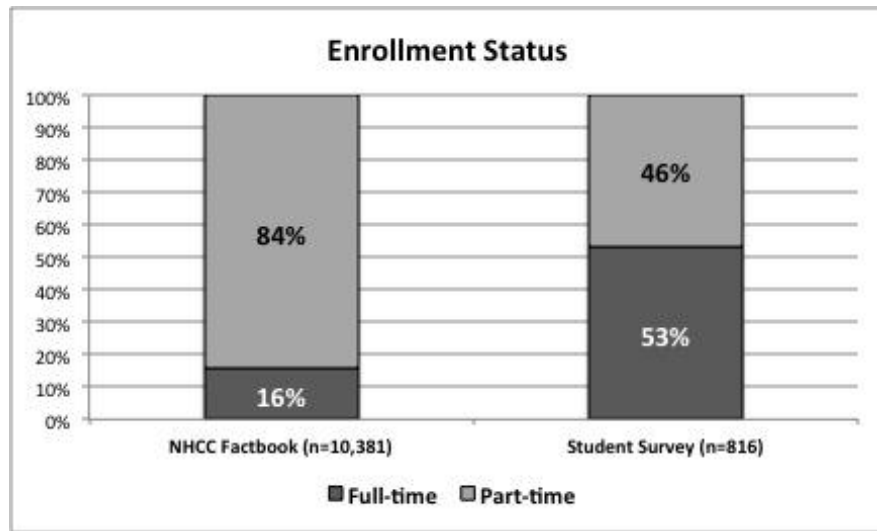
Likerts & Ranking Questions

Example:

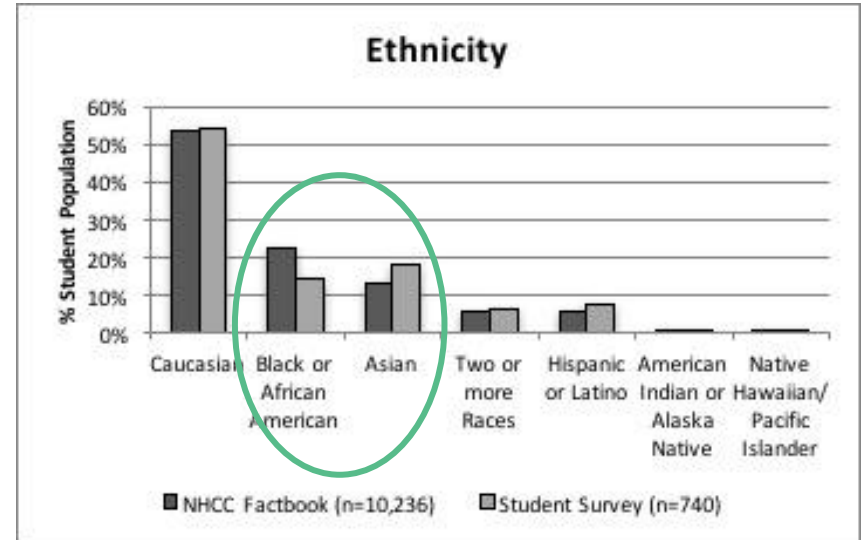
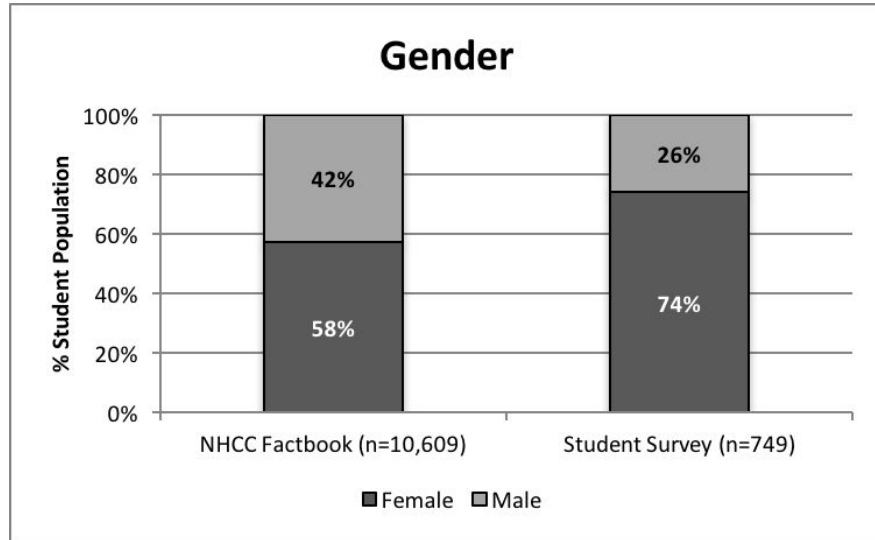
"Childcare within walking distance of campus would improve my student experience at NHCC."

- ☐ Strongly Agree
- ☐ Agree
- ☐ No Opinion
- ☐ Disagree
- ☐ Strongly Disagree

NHCC FactBook vs Student Survey



NHCC FactBook vs Student Survey

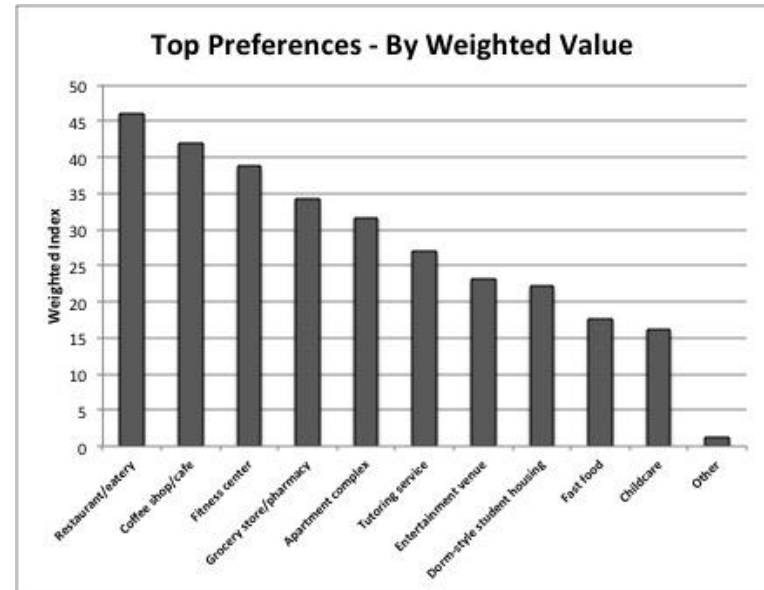
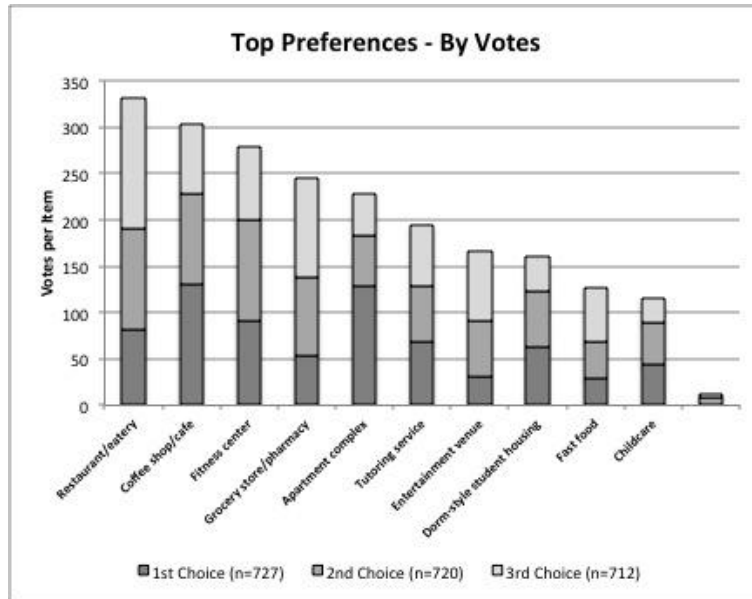


Distinctions Between NHCC FactBook & Student Survey Responses, & Additional Limitations

- ❖ Overrepresentation of certain demographics
 - Gender, Enrollment Status, Age, Ethnicity
- ❖ Selection bias and its implications on data and analysis
 - The people who care most are most likely to respond
- ❖ No data on socio-economic status or current employment

NHCC Students Want More Food Options Near Campus

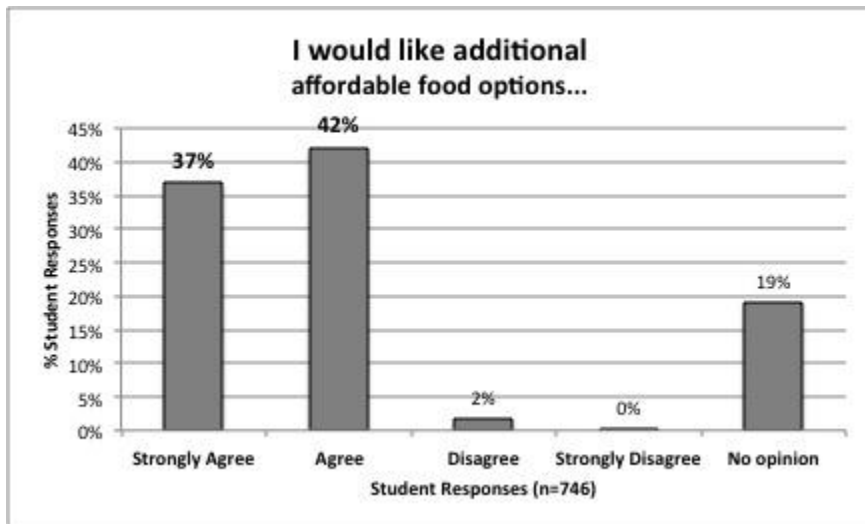
1st Choice - Restaurant/Eatery **2nd Choice** - Coffee Shop/Cafe **3rd Choice** - Fitness Center



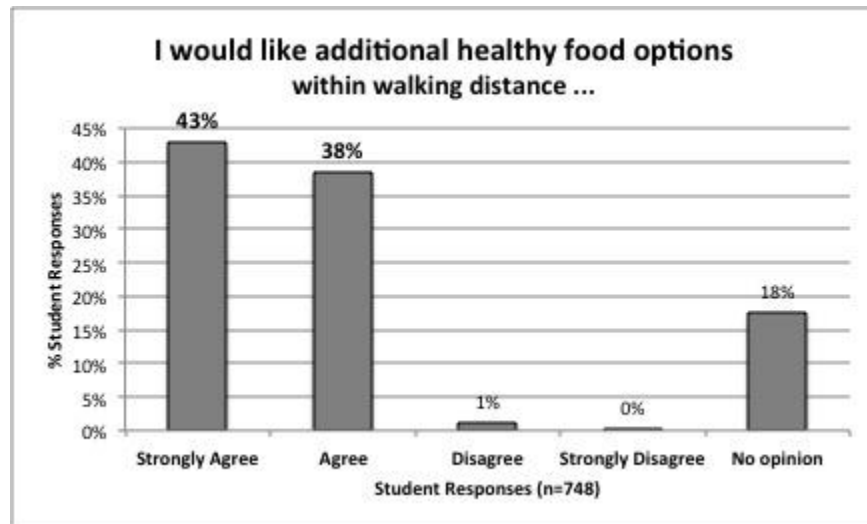
NHCC Students are Price Sensitive

Food

79% of respondents
want additional *affordable food options*



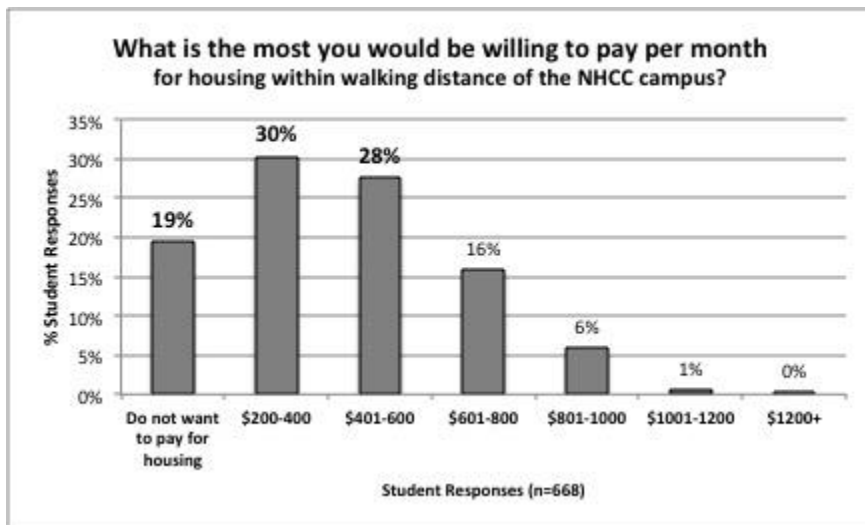
81% of respondents
want additional *healthy food options*



NHCC Students are Price Sensitive

Housing & Childcare

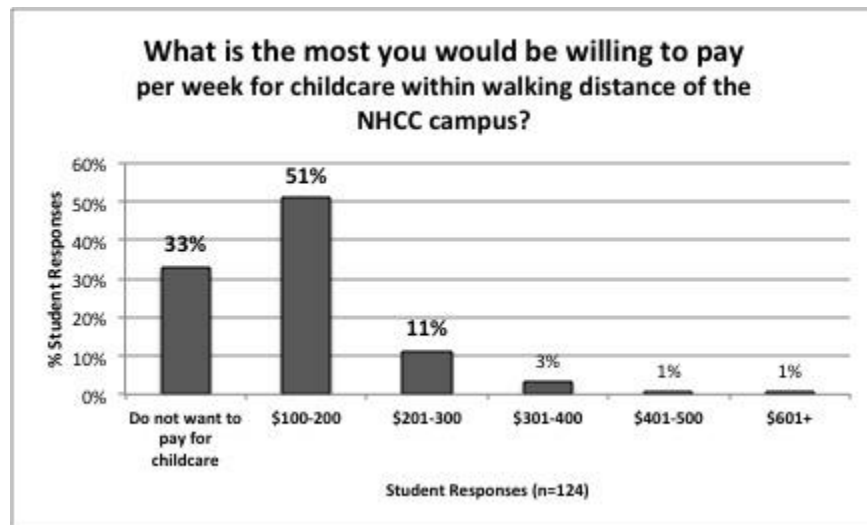
7% of respondents indicate willingness to pay over **\$800** per month in rent



Average monthly rent for 1-bedroom apartment in Brooklyn Park: **\$928**

-US Census QuickFacts

5% of respondents indicate willingness to pay over **\$300** per week for childcare



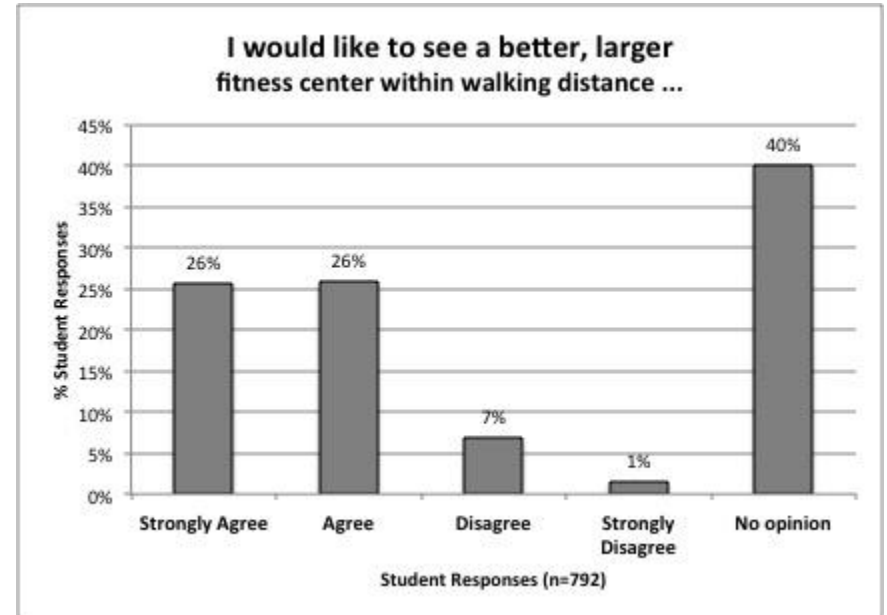
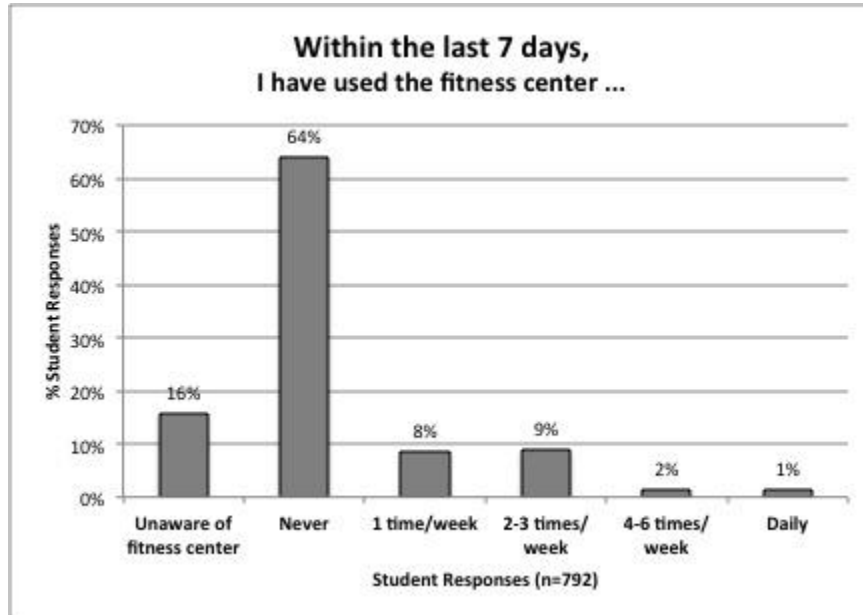
Average weekly cost for infant childcare in Brooklyn Park: **\$324**

-ChildcareAwareMN.org

The Strange Popularity of the Fitness Center

64% of respondents have not used the NHCC fitness center in last 7 days

40% of respondents have no opinion about a better, larger fitness center



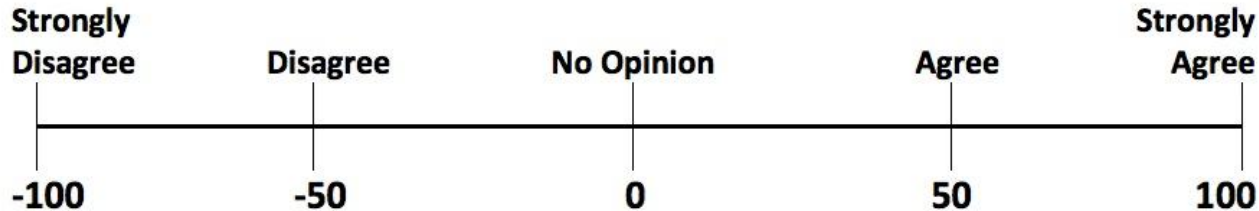
The Strange Popularity of the Fitness Center

Quantifying Preferences using Likerts

Example of survey questions:

"Childcare within walking distance of campus would improve my student experience at NHCC."

- ☐ Strongly Agree
- ☐ Agree
- ☐ No Opinion
- ☐ Disagree
- ☐ Strongly Disagree



Most Students Want Food, Most Student Parents Want Childcare

Intensity of Likert preferences						
Category	Question	Obs	Mean	Dev.	Min	Max
Childcare	Childcare within walking distance of campus would improve my student experience at NHCC.	124	71	46	-100	100
Food	I would like additional healthy food options within walking distance of the NHCC campus.	748	61	39	-100	100
Food	I would like additional affordable food options within walking distance of the NHCC campus.	746	57	40	-100	100
Food	A student-friendly food venue with extended hours (after 6 pm) and within walking distance of the NHCC campus would enhance my student experience.	802	42	46	-100	100
Fitness	I would like to see a better, larger fitness center within walking distance of the NHCC campus.	792	34	49	-100	100
Fitness	I would use the NHCC fitness center if it offered extended hours from 6 pm - 10 pm.	791	31	53	-100	100
Housing	Housing within walking distance of the NHCC campus appeals to me.	790	27	56	-100	100

Deviations

The responses are separated by 50 points, making 50 the expected deviation; a number less 50 means greater consensus

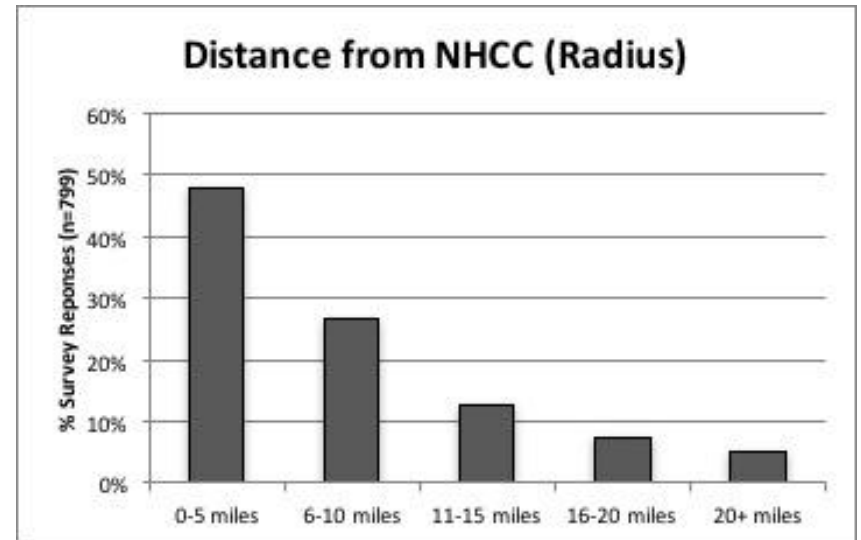
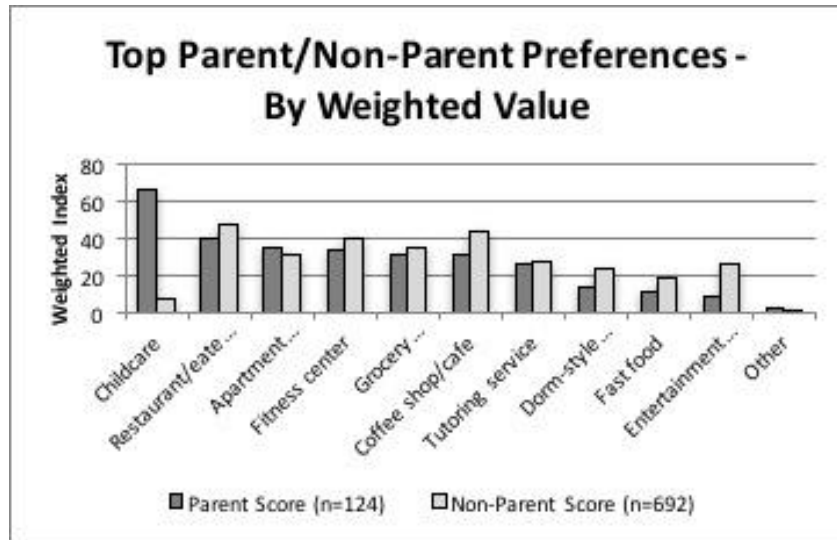
Mean

The higher the average, the greater the popularity among the respondents

Among parents, **childcare** was consistently valued most, with a mean preference higher than the mean preference of any other service in our survey.

Among the overall pool of responses, a preference for **healthy food** and a preference for **affordable food** both had means above 50 and deviations around 40, making them both highly preferred and with a strong consensus.

Approaching the Data from Different Directions



Insights for Future Development

- ❖ Among overall responses, highest preference is for food
 - Among parent responses, highest preference is for childcare
- ❖ Lower preferences for housing and fitness center
- ❖ Price sensitivity influences preferences

Areas for Further Research

- ❖ Parent/Non-parent comparisons
 - No available data in NHCC factbook
- ❖ Housing questions that isolate financial dependence

Questions?